



2019 ANNUAL REPORT

# FOCUSING ON **impact**

Client Stories of Financial Resilience

Actual GreenPath Clients

 **GreenPath**<sup>™</sup>  
financial wellness





# FOCUSING ON **impact**

With nearly sixty years of **empowering financial resilience**, GreenPath Financial Wellness relies upon a proven model of personalized, holistic financial counseling. This personal approach is even more critical today.

Focusing on making an impact on those we serve is the shared mission across our organization, team members, partners and community.

This report shares GreenPath's focus on impact — today and into the future.



## from our CEO

We are writing this report during an unprecedented chapter in history, with GreenPath on the financial wellness frontlines of the 2020 pandemic crisis.

Now more than ever, GreenPath serves as a trusted resource for our clients, our partners and our community as we navigate through uncertainty and confusion.

In the face of the current crisis, we look back at 2019 and celebrate the stories of impact created by our team of extraordinary humans who show up every day, putting people at the center of the work we do.

We reached **205,000 households** in 2019, enabling them to be better prepared for life's financial curve balls. Our clients are reducing their debt, improving their health, reducing their stress and advancing toward the financial future they want for themselves.

Our **network of partnerships** with credit unions, banks, employers, insurance providers and community organizations continued to grow. You can read more about the highlights in this report.

Our enduring commitment to **human-centered design, behavioral economics and empathy** continues to set us apart as we focus our work to maximize our direct impact.

We are uniquely positioned to serve clients in the U.S. who are making critical decisions about their finances. Through partnerships and our people-centered approach, we are positively affecting financial resilience, enabling people to improve their quality of life.



In 2020, we keep this commitment to focus on impact, including those facing financial hardships as a result of the COVID-19 crisis. Our client Michele said it best when she stated, “If this crisis hit before I contacted GreenPath about managing my debt, I don’t know where I’d be now.” Michele’s story is included in this report.

It’s all about impact — from meeting the demand of those in need of housing counseling as a result of the crisis, to delivering debt management plans that work, to launching a virtual financial coaching pilot with JPMorgan Chase that supports individuals with low-to-moderate income. We’re also focusing on impact by working with Prudential to offer financial counseling and tools through their workplace financial wellness program.

We look forward to new relationships and opportunities to empower financially healthy lives.

Thank you for playing a part in this big, hairy, audacious goal to Remix the American Dream so it Works for Everyone.™

A focus on meaningful impact really does take all of us.

*Kristen L. Holt*  
**KRISTEN HOLT**  
PRESIDENT & CEO



“  
If this crisis  
hit before I contacted  
GreenPath about  
managing my debt,  
I don’t know where  
I’d be now.”

GreenPath Client  
**MICHELE**

## who **we** are

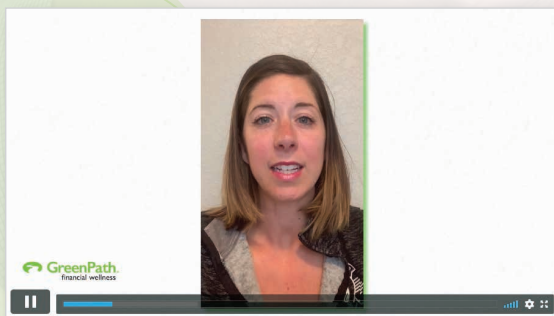
GreenPath's mission is to empower people to lead financially healthy lives. We are a national nonprofit focused on financial wellness for everyone. People have turned to us for nearly 60 years as their guide through financial crises: overwhelming debt, foreclosure, bankruptcy or credit challenges. We keep an unwavering focus on meeting our **Big Hairy Audacious Goal — to Remix the American Dream so it Works for Everyone.**

### CLIENT HIGHLIGHT

## Changing a family's financial future

Tammy's husband Michael handled the family's finances and became concerned that their debt was spiraling out of control.

Michael approached her with a plan to work with GreenPath to become debt-free. What started out as a challenge became a turning point in their marriage. Tammy found out that one of her superpowers is managing their budget. Working together, they paid down their debt by following the GreenPath Debt Management Plan (DMP) as their guide.



Watch Tammy and other clients speak about their GreenPath experience.



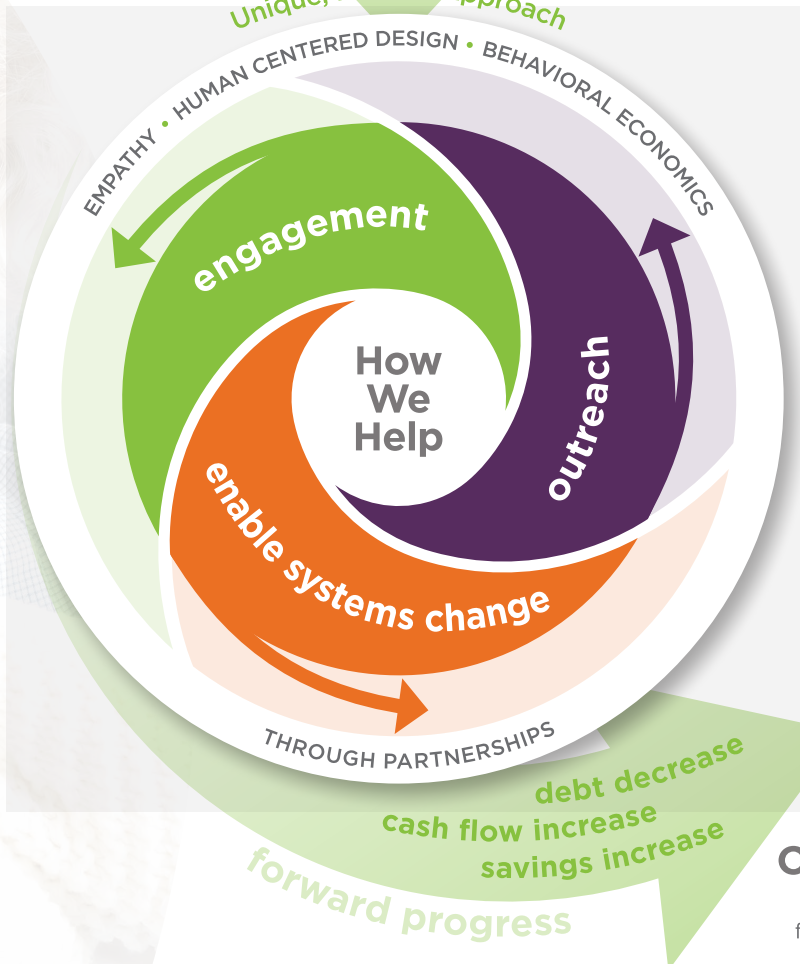
## Who We Help



**U.S. Adults**  
with income deciding  
to improve their  
financial resilience.



Unique, Holistic Approach



## Our Impact

**IMPROVED**  
financial resilience  
& quality of life.

## 2019 results

205,863

households  
served

31,740

families  
avoided  
foreclosure

\$243M

debt repaid by  
GreenPath clients

78%

of all households  
served were low or  
moderate income

65,404

households supported  
through our  
Debt Management  
Program (DMP)



1 in 10

Americans don't  
have enough  
money to cover  
one week  
without pay\*

\*MAGNIFYMONEY.COM



# client success

Every year GreenPath delivers personalized services by understanding each client's unique situation and providing relevant education. After a counseling session, clients are asked to participate in a survey. Their evaluation helps us gain insights to fine-tune future client experiences. Of those surveyed in 2019:

Post counseling<sup>1</sup>:

**94%** were provided with clear next steps to improve their situation.

**91%** feel better prepared to handle their finances.

Post successful DMP completion<sup>2</sup>:

**89%** reported improved spending habits.

**78%** reported an ability to increase their savings.

The typical successful DMP client in 2019 who responded to our survey paid \$15,491 in debt on the program over the span of 3.5 years.

On average, the **stress** caused by personal finances **fell by 24%**.

## CLIENT HIGHLIGHT

### Taking a different path

Matt and Kendal each had a unique story that included financial hardships and bankruptcy. They met, fell in love and decided to “merge corporations.” Faced with the prospect of another bankruptcy, they decided to take a different route: a Debt Management Plan. But this route proved to be a bumpy road and they had to figure out how to stretch their budget enough to pay off their debt and their household bills, and still put food on the table. The solution?

Designing new habits to automate their bill repayment — and a good dose of grit, humor and support for each other. Newly debt-free, they can now plan a life that includes making home improvements to accommodate their special needs son.



<sup>1</sup> SOURCE: GREENPATH 2019 POST COUNSELING SURVEY

<sup>2</sup> SOURCE: GREENPATH 2019 SUCCESSFUL DMP SURVEY



995-HOPE Hotline has long been recognized as a trusted industry leader in housing counseling and coaching. HUD-approved housing counselors focus on impact — guiding homeowners and renters with education and resources to help protect what is so vital — our households.

From serving more than 9 million people during the foreclosure crisis in the previous decade, to guiding those now facing unexpected hardships, we stand ready to meet the needs of those who reach out for assistance.

44%

of Americans wouldn't be able to pay for their housing if they did not receive their next paycheck\*

\*MAGNIFYMONEY.COM

A 2020 grant from Wells Fargo has helped us enhance our capabilities to support our 995-HOPE Hotline clients who are facing financial challenges while needing to navigate complex financial decisions.

## Looking Forward

As we navigate the COVID-19 pandemic, we make an impact by providing support from highly trained, empathetic and reassuring counselors. Our clients are in a better position to recover and participate in creating the economic rebound we so desperately need.

## 2019 MILESTONES

- In 2019, we handled more than 116,000 calls from homeowners facing hardship and financial stress.
- Our team of counselors conducted more than 23,000 sessions for those clients interested in seeking options to stabilize their housing position.
- Additionally, we expanded service offerings to offer homebuyer readiness and honed coaching models focusing on low-to-moderate income buyers seeking to achieve their goal of buying a home.

## CLIENT HIGHLIGHT

### The road to being retirement ready

Rhonda and her husband chose to retire relatively early.

“We understood that tomorrow is not promised to anyone and we wanted to do something our parents never experienced — retire with a decent measure of health and quality of life to look forward to,” Rhonda said.

When they started facing challenges over which bills to pay, they decided to get help and turned to GreenPath to get a better handle on their finances. They were clients before the housing crisis hit.

Today, they continue to pay off some debt, but say it's manageable.

“We're not debt-free, but we're not swimming in debt either,” she said.

At times, they were so stressed that they weren't sure how to prioritize the most important bills to pay with the money they had.

“Everybody needs to know where they stand financially,” concluded Rhonda.

“  
If you can't retire  
as a millionaire, at  
least you can retire  
debt-free.”

GreenPath Client  
**RHONDA**



PHOTO: R. Blanquart, Detroit Free Press



**STEVE GARDNER**  
EXECUTIVE DIRECTOR  
AND PRESIDENT, CLARIFI

Not long after Clarifi aligned itself with GreenPath, I was asked to lead Clarifi to its next era of effective, positive impact. My daily inspiration is fueled by the people we serve, their personal triumphs and the opportunity to clarify thousands of financial futures. Who knew that a pandemic was lurking around the corner to challenge so many of these aspirations?

While no one may know the ferocity of the storms ahead, I have learned that our stability is due to the collaborative determination of our people, partners and clients. There is no doubt that everyone benefits because Clarifi finds strength in GreenPath, and vice versa. I know for sure that our alignment has helped us focus on Clarifi's greatest skill sets: counseling and coaching our clients.

That's a great reason to go to work.

“  
The electricity is updated and the house is no longer a fire hazard!

Clarifi Client  
**LOURDES**

## 2019 MILESTONES

Clarifi launched a new low-interest loan program called, Restore, Repair Renew (RRR) in partnership with the City of Philadelphia. The program helps Philadelphia homeowners access low-interest loans to invest in their properties.

### IN THE FIRST YEAR CLARIFI:

- Heard from more than 1,200 people interested in the program
- Worked with 54 homeowners to complete home repair projects and enter into repayment
- Guided 210 homeowners through the process

### CLIENT HIGHLIGHT

#### A safe home

Lourdes is a single mother living with her two children in North Philly. She has been in her 100 year-old house for 16 years. Her home had safety concerns including plumbing leaks, dangling electrical fixtures and rotting framing.

She connected with a contractor who addressed her needs and brought her house into code compliance through Clarifi's RRR program.

“It has been a long journey. Fortunately, I found my current contractor through Clarifi. The Clarifi team has been absolutely helpful. I hope the City continues to offer this wonderful program.”





Rural Dynamics, Inc. (RDI) has a long history of impacting Native American communities in Montana and across the Great Plains region.

For the past 13 years, RDI has partnered with all seven reservation communities in the state to provide Volunteer Income Tax Assistance (VITA) programs. VITA sites utilize trained volunteers to prepare taxes and help individuals

access the state and federal Earned Income Tax Credit (EITC) without paying high and sometimes predatory tax preparation fees. Since the beginning, we have helped 6,752 Native American households receive their EITC.



**TOM JACOBSON**

CEO, RURAL DYNAMICS, INC.

## 2019 MILESTONES

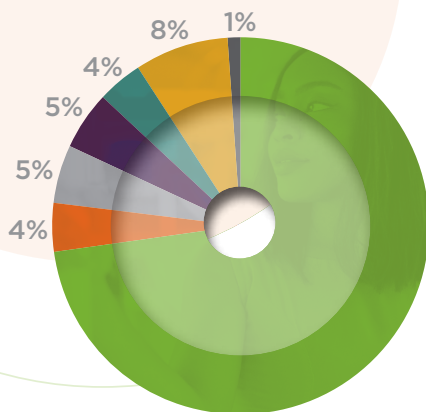
- In 2019, RDI served more than 7,500 clients while expanding programming that provides financial coaching as well as resources to individuals living with a disability.
- RDI was asked by Montana's Department of Public Health & Human Services to administer the Montana Families Trust, a Self-Settled Trust for beneficiaries with special needs.
- While taking on this new scope of work, our core services provided over 7,000 free tax returns, brought 13 new volunteers to Montana to serve on poverty reduction projects for a year, and expanded our representative payee program in two new larger cities.

53%

of American households are living paycheck to paycheck.\*

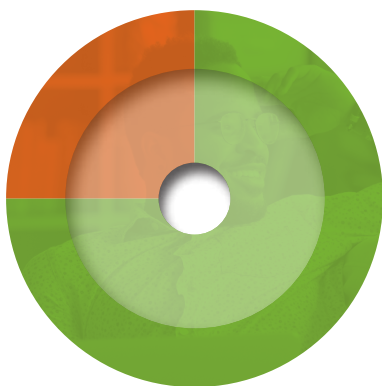
\*MAGNIFYMONEY.COM

## 2019 financials



### EXPENSE BREAKDOWN

- Personnel Cost
- Occupancy
- Operating
- Marketing, IT, Travel
- Dues, Insurance, Professional Fees, Other
- Depreciation
- Interest & Finance Expense



### REVENUE BREAKDOWN

total revenue:  
\$49,372,592

- Program Service Revenue
- Grants and Contributions



## STRONGER TOGETHER

Focusing on impact was our theme throughout 2019, as GreenPath continued strategic alliances and partnerships with key organizations.

**PRUDENTIAL:** Recognizing the impact of household debt on long-term financial security and retirement readiness, Prudential partnered with GreenPath to introduce debt management advice and tools to its growing suite of workplace financial wellness solutions.

**CREDIT UNION & BANK PARTNERS:** GreenPath's formal partnerships with **more than 500 credit unions** across the country empower financial health among their members. Our partners enable their members to prepare for life's ups and downs, and build the financial foundation for their dreams.

**41 new credit unions** partnered with GreenPath in 2019, representing more than **2.4 million new members**.

**FINTECH PARTNERSHIPS:** Designing innovative technology that puts power in the hands of clients is how we make an impact.

In 2019, our Simple Payment Plan/Earn Up application was used by clients to make **2,440 payments** of more than **\$1.2 million**.

GREENPATH IS A MEMBER OF THE NATIONAL FOUNDATION FOR CREDIT COUNSELING (NFCC), AND IS ACCREDITED BY THE COUNCIL ON ACCREDITATION (COA). THE ORGANIZATION HAS AN A+ RATING WITH THE BETTER BUSINESS BUREAU.

CLIENT HIGHLIGHT

## Optimism in a time of challenge

Michele faced hardships from every angle — unaffordable mortgage, divorce, foreclosure, household expenses, then bankruptcy. She reached out to GreenPath and started **her journey toward financial wellness**:



Michele made the call. She was filled with optimism within minutes, and enrolled in the **Debt Management Plan (DMP)** that same day.






Her average interest rate before DMP start **was 25%**. Her **current average interest rate is 7.99%**.



GreenPath's DMP enabled Michele to pay off an average of **31%** of her debt in just **16 months**.



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